MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2018/2019

BMG1014 – MANAGEMENT

(All sections / Groups)

18th OCTOBER 2018
09:00am – 11:00am
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of 3 pages (inclusive of the cover page) with 4 questions only.

2. Attempt **ALL FOUR** questions. All questions carry equal marks and the distribution of the marks for each question is given.

3. Please write all your answer in the Answer Booklet provided.

QUESTION 1

a. Describe conceptual, human, and technical skills and their relevance for managers.

(9 marks)

b. Identify and sufficiently describe the **FOUR (4)** management functions and the type of management activity associated with each.

(8 marks)

c. Discuss structured problems, programmed decisions, unstructured problems, and nonprogrammed decisions. Provide workplace examples to highlight your answer.

(8 marks)

(Total: 25 marks)

QUESTION 2

a. Identify and sufficiently discuss the **SIX (6)** characteristics of well-designed goals.

(9 marks)

b. The term ethics refers to principles, values, and beliefs that define what is right and wrong behavior.
Discuss at least **FOUR (4)** different ways in which managers can encourage ethical behavior and create a comprehensive ethics program.

(8 marks)

c. Discuss how culture constrains managers. Include specific examples to support your answer.

(8 marks)

(Total: 25 marks)

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QUESTION 3

a. Identify the **SIX (6)** steps in the strategic management process and briefly explain what happens in each step.

(9 marks)

b. Discuss the **FOUR (4)** internal factors that cause change in an organization, giving an example of each factor.

(8 marks)

c. List and explain at least **FOUR (4)** factors each, which influence the amount of centralization and decentralization needed in an organization.

(8 marks)

(Total: 25 marks)

QUESTION 4

a. As manager of a large team of engineers, you notice that your team is falling short of its goals primarily because several team members are either not motivated to put in their best or are downright dissatisfied with their jobs. You have decided to follow Herzberg's two-factor theory to motivate your employees. What steps can you take to maximize motivation?

(9 marks)

b. Explain why communication is important to managers and organizations. Identify and explain the **FOUR (4)** functions it serves.

(8 marks)

c. List and briefly explain the steps, processes, and best practices managers typically utilize in the control process. Provide examples where appropriate.

(8 marks)

(Total: 25 marks)

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